


COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: January 15, 2009

TO: Stephen Gardner, Project Manager

FROM: Brian Fish, Planner, Zoning Administration 

CC: Mark Stultz, Deputy Zoning Administrator

CASE NUMBER AND NAME: ZMOD-2008-0010, Ashburn Village Shopping Center
Comprehensive Sign Plan

TAX MAP/MCPI:

/62/E/3//70A1B	085-10-4384
/62/E/3//70A1A	085-20-4208
/62/E/370A1A1A	085-29-9611
/62/E/5//70B1A	085-29-7520

The above parcels total approximately 27.38 acres and are zoned PD-H4, administered as PD-CC-SC, under the Revised 1993 Loudoun County Zoning Ordinance ("Zoning Ordinance"). Staff has reviewed the referral materials that accompanied the December 11, 2008 Department of Planning Memorandum with regard to the above-referenced zoning modification to provide a comprehensive sign plan, and has the following comments:

I. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

1. Exhibit 1: General Specification for Signs states that shielded lighting will be allowed on temporary signs. Lighting is not permitted on temporary signs; please revise accordingly.
2. Exhibit 5A, Child Care Center, only the freestanding Child Care Center sign may be illuminated; building mounted Child Care Center signs may not be illuminated. Please revise both the Matrix and Exhibit 5A to reflect this.
3. Page 22, Note #3 states that all signs may be illuminated. Real Estate and Temporary signs may not be illuminated. Please revise Note #3 to reflect this.
4. Exhibit 7B, Community Directional signs, on page 64 depicts a McDonalds drive-through sign as an example of a Community Directional sign. Community Directional signs may not contain advertising; the McDonalds sign shown on page 64 is considered a Restaurant sign. Please revise Exhibit 7B accordingly.
5. On Pages 17 and 68, Exhibit 8A - Real Estate – Commercial For-Sale Signs, Section 5-1204(D)(6)(c) is proposed to be modified to allow "1 sign per building face fronting on a public roadway or internal drive per office/retail building". This is excessive, as it could result in over 40 signs being permitted.

6. Section 5-1202(E), Modification to Sign Regulations, states that a request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The package as submitted is not comprehensive in that it does not include all of the parcels in the PD-CC-SC district. Staff recommends the plan be revised to include all parcels within the PD-CC-SC district.
7. Section 5-1202(4) prohibits illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property. The entrance signs (Exhibit 1A and Exhibit 1B) are proposed to be “internally or externally illuminated”. Please provide lighting details to show how these signs as proposed will not reflect or cast glare onto the adjacent roadway/property.

cc. Marsha Keim, Zoning Permits